

CLAIMS

1. Cosmetic composition comprising a cosmetically acceptable organic liquid medium, a block polymer and a plasticizer, characterized in that:

5 - the block polymer is a film-forming linear ethylenic polymer devoid of styrene,

 - the plasticizer is a compound, the nature and the amount of which are such that the composition is capable of forming a film having a hardness of less
10 than or equal to 35 seconds, the hardness of the film being measured using a Persoz pendulum according to Standard NF-T-30-016.

2. Composition according to Claim 1, characterized in that the film has a hardness of less
15 than 30 seconds, preferably of less than 25 seconds.

3. Composition according to Claim 1, characterized in that the film has a hardness ranging from 8 to 35 seconds, preferably ranging from 10 to 30 seconds and preferentially ranging from 12 to 25
20 seconds.

4. Composition according to any one of the preceding claims, characterized in that the plasticizer is a compound having a solubility parameter δ_h ranging from 5.5 to 11 $(\text{J}/\text{cm}^3)^{1/2}$.

25 5. Cosmetic composition comprising a cosmetically acceptable organic liquid medium, a block polymer and a plasticizer, characterized in that:

- the block polymer is a film-forming linear ethylenic polymer,

- the plasticizer is a compound having a solubility parameter δ_h ranging from 5.5 to 11

5 $(\text{J}/\text{cm}^3)^{1/2}$.

6. Composition according to any one of the preceding claims, characterized in that the block polymer is non-elastomeric.

7. Composition according to any one of the
10 preceding claims, characterized in that the block polymer comprises at least one first block and at least one second block having different glass transition temperatures (T_g), said first and second blocks being connected to one another via an intermediate block
15 comprising at least one constituent monomer of the first block and at least one constituent monomer of the second block.

8. Composition according to the preceding claim, characterized in that the first and second
20 blocks are incompatible with one another.

9. Composition according to any one of the preceding claims, characterized in that the block polymer has a polydispersity index I of greater than 2.

10. Composition according to any one of
25 Claims 7 to 9, characterized in that the first block of the block polymer is chosen from:

a) a block having a T_g of greater than or

equal to 40°C,

b) a block having a Tg of less than or equal to 20°C,

c) a block having a Tg of between 20 and
5 40°C, and

the second block is chosen from a category a), b) or c) different from the first block.

11. Composition according to any one of the preceding claims, characterized in that the block
10 polymer comprises at least one first block having a glass transition temperature (Tg) of greater than or equal to 40°C and at least one second block having a glass transition temperature of less than or equal to 20°C.

12. Composition according to the preceding claim, characterized in that the proportion of the first block ranges from 20 to 90% by weight of the polymer, better still from 30 to 80% and even better still from 50 to 70%.

13. Composition according to Claim 10 or 11, characterized in that the proportion of the second block having a Tg of less than or equal to 20°C ranges from 5 to 75% by weight of the polymer, better still from 15 to 50% and even better still from 25 to 45%.

14. Composition according to Claims 1 to 10, characterized in that the block polymer comprises at least one first block having a glass transition

temperature (Tg) of between 20 and 40°C and at least one second block having a glass transition temperature of less than or equal to 20°C or a glass transition temperature of greater than or equal to 40°C.

5 15. Composition according to the preceding claim, characterized in that the proportion of the first block having a Tg of between 20 and 40°C ranges from 10 to 85% by weight of the polymer, better still from 30 to 80% and even better still from 50 to 70%.

10 16. Composition according to Claim 14 or 15, characterized in that the second block has a Tg of greater than or equal to 40°C.

 17. Composition according to any one of Claims 14 to 16, characterized in that the proportion
15 of the second block having a Tg of greater than or equal to 40°C ranges from 10 to 85%, preferably from 20 to 70% and better still from 30 to 70% by weight of the polymer.

 18. Composition according to Claim 14 or 15,
20 characterized in that the second block has a Tg of less than or equal to 20°C.

 19. Composition according to one of Claims 10 to 12 and 18, characterized in that the proportion of the block having a glass transition temperature of
25 less than or equal to 20°C ranges from 20 to 90% by weight of the polymer, better still from 30 to 80% and even better still from 50 to 70%.

20. Composition according to any one of Claims 10 to 19, characterized in that the block having a Tg of greater than or equal to 40°C results, in all or in part, from one or more monomers, the homopolymer of which has a glass transition temperature of greater than or equal to 40°C, in particular a Tg ranging from 40 to 150°C, preferably of greater than or equal to 50°C, in particular ranging from 50°C to 120°C, and preferentially of greater than or equal to 60°C, in particular ranging from 60°C to 120°C.

21. Composition according to the preceding claim, characterized in that the block having a Tg of greater than or equal to 40°C is a copolymer resulting from monomers, the homopolymer of which has a glass transition temperature of greater than or equal to 40°C.

22. Composition according to either of Claims 20 or 21, characterized in that the monomers, the homopolymer of which has a glass transition temperature of greater than or equal to 40°C, are chosen from the following monomers:

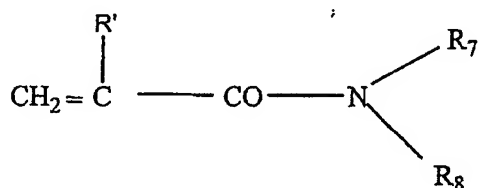
- methacrylates of formula $\text{CH}_2=\text{C}(\text{CH}_3)-\text{COOR}_1$,

in which R_1 represents an unsubstituted linear or branched alkyl group comprising from 1 to 4 carbon atoms, such as a methyl, ethyl, propyl or isobutyl group, or R_1 represents a C_4 to C_{12} cycloalkyl group,

- acrylates of formula $\text{CH}_2=\text{CH}-\text{COOR}_2$,

in which R_2 represents a C_4 to C_{12} cycloalkyl group, such as isobornyl acrylate, or a tert-butyl group,

- (meth)acrylamides of formula:



5

where R_7 and R_8 , which are identical or different, each represent a hydrogen atom or a linear or branched alkyl group of 1 to 12 carbon atoms, such as an n-butyl, t-butyl, isopropyl, isohexyl, isooctyl
 10 or isononyl group, or R_7 represents H and R_8 represents a 1,1-dimethyl-3-oxobutyl group,

and R' denotes H or methyl,

- and their mixtures.

23. Composition according to any one of
 15 Claims 19 to 22, characterized in that the monomers, the homopolymer of which has a glass transition temperature of greater than or equal to 40°C , are chosen from methyl methacrylate, isobutyl methacrylate, isobornyl (meth)acrylate and their mixtures.

20 24. Composition according to any one of Claims 10 to 20 to 22, characterized in that the block having a T_g of greater than or equal to 40°C is a homopolymer.

25. Composition according to any one of

Claims 10 to 14 and 18 and 19, characterized in that the block having a Tg of less than or equal to 20°C results, in all or in part, from one or more monomers, the homopolymer of which has a glass transition temperature of less than or equal to 20°C, in particular ranging from -100 to 20°C, preferably of less than or equal to 15°C, in particular ranging from -80°C to 15°C and preferentially of less than or equal to 10°C, in particular ranging from -50°C to 0°C.

26. Composition according to the preceding claim, characterized in that the monomers, the homopolymer of which has a glass transition temperature of less than or equal to 20°C, are chosen from the following monomers:

- acrylates of formula $\text{CH}_2=\text{CHCOOR}_3$,

R_3 representing an unsubstituted linear or branched C_1 to C_{12} alkyl group, with the exception of the tert-butyl group, in which one or more heteroatoms chosen from O, N or S is(are) optionally inserted,

- methacrylates of formula $\text{CH}_2=\text{C}(\text{CH}_3)-\text{COOR}_4$,

R_4 representing an unsubstituted linear or branched C_6 to C_{12} alkyl group in which one or more heteroatoms chosen from O, N and S is(are) optionally inserted,

- vinyl esters of formula $\text{R}_5-\text{CO}-\text{O}-\text{CH}=\text{CH}_2$,

where R_5 represents a linear or branched C_4 to C_{12} alkyl group,

- C₄ to C₁₂ alkyl vinyl ethers, such as methyl vinyl ether and ethyl vinyl ether,

- N-(C₄ to C₁₂ alkyl)acrylamides, such as N-octylacrylamide,

5 - and their mixtures.

27. Composition according to Claim 25 or 26, characterized in that the monomers, the homopolymer of which has a glass transition temperature of less than or equal to 20°C, are chosen from alkyl acrylates, the
10 alkyl chain of which comprises from 1 to 10 carbon atoms, with the exception of the tert-butyl group.

28. Composition according to any one of Claims 15 to 20 and 23 to 31, characterized in that the block having a glass transition temperature of less
15 than or equal to 20°C is a homopolymer.

29. Composition according to any one of Claims 5 and 9 to 27, characterized in that the block having a T_g of between 20 and 40°C results, in all or in part, from one or more monomers, the homopolymer of
20 which has a glass transition temperature of between 20 and 40°C.

30. Composition according to any one of Claims 10 and 14 to 29, characterized in that the block having a T_g of between 20 and 40°C is a homopolymer of
25 a monomer chosen from n-butyl methacrylate, cyclodecyl acrylate, neopentyl acrylate or isodecylacrylamide.

31. Composition according to any one of

Claims 10 and 14 to 29, characterized in that the block having a Tg of between 20 and 40°C is a copolymer resulting, in all or in part, from:

- monomers, the homopolymer of which has a Tg of greater than or equal to 40°C, in particular a Tg ranging from 40°C to 150°C, preferably of greater than or equal to 50°C, in particular ranging from 50 to 120°C, and preferentially of greater than or equal to 60°C, in particular ranging from 60°C to 120°C,
- and monomers, the homopolymer of which has a Tg of less than or equal to 20°C, in particular ranging from -100 to 20°C, preferably of less than or equal to 15°C, in particular ranging from -80°C to 15°C, and preferentially of less than or equal to 10°C, for example ranging from -50°C to 0°C.

32. Composition according to any one of Claims 10 and 14 to 29 and 31, characterized in that the block having a Tg of between 20 and 40°C results, in all or in part, from monomers chosen from methyl methacrylate, isobornyl (meth)acrylate, trifluoroethyl methacrylate, butyl acrylate, 2-ethylhexyl acrylate and their mixtures.

33. Composition according to any one of Claims 10 to 23 and 25 to 27 and 29, 31 and 32, characterized in that the first block and/or the second block comprises at least one additional monomer.

34. Composition according to the preceding

claim, characterized in that the additional monomer is chosen from hydrophilic monomers, monomers with ethylenic unsaturation comprising one or more silicon atoms, and their mixtures.

5 35. Composition according to Claim 33 or 34, characterized in that the additional monomer is chosen from:

- monomers with ethylenic unsaturation(s) comprising at least one carboxylic or sulfonic acid

10 functional group,

- methacrylates of formula $\text{CH}_2=\text{C}(\text{CH}_3)-\text{COOR}_6$,

in which R_6 represents a linear or branched alkyl group comprising from 1 to 4 carbon atoms, said alkyl group being substituted by one or more

15 substituents chosen from the hydroxyl group and halogen atoms,

- methacrylates of formula $\text{CH}_2=\text{C}(\text{CH}_3)-\text{COOR}_9$,

R_9 representing a linear or branched C_6 to C_{12} alkyl group into which one or more heteroatoms chosen

20 from O, N and S is(are) optionally inserted, said alkyl group being substituted by one or more substituents chosen from the hydroxyl group and halogen atoms,

- acrylates of formula $\text{CH}_2=\text{CHCOOR}_{10}$,

R_{10} representing a linear or branched C_1 to C_{12} alkyl group substituted by one or more substituents chosen from the hydroxyl group and halogen atoms, or R_{10} representing a $(\text{C}_1-\text{C}_{12})\text{alkyl-O-POE}$ (polyoxyethylene)

with repetition of the oxyethylene unit from 5 to 30 times, or R_{10} representing a polyoxyethylene group comprising from 5 to 30 ethylene oxide units,

- monomers with ethylenic unsaturation(s)

5 comprising at least one tertiary amine functional group,

- and their mixtures.

36. Composition according to any one of Claims 33 to 35, characterized in that the additional
10 monomer or monomers are chosen from acrylic acid, methacrylic acid, trifluoroethyl methacrylate and their mixtures.

37. Composition according to one of Claims 33 to 36, characterized in that the additional monomer
15 or monomers represent(s) from 1 to 30% by weight of the total weight of the first and/or second blocks.

38. Composition according to one of Claims 10 to 37, characterized in that each of the first and second blocks comprises at least one monomer chosen
20 from (meth)acrylic acid esters and optionally at least one monomer chosen from (meth)acrylic acid, and their mixtures.

39. Composition according to one of Claims 10 to 38, characterized in that each of the first and
25 second blocks results, in all, from at least one monomer chosen from (meth)acrylic acid esters and optionally from at least one monomer chosen from

(meth)acrylic acid, and their mixtures.

40. Composition according to one of the preceding claims, characterized in that the first and second blocks are such that the difference between the
5 glass transition temperatures (T_g) of the first and second blocks is greater than 10°C , preferably greater than 20°C , preferentially greater than 30°C and more preferentially greater than 40°C .

41. Composition according to one of the
10 preceding claims, characterized in that the intermediate block has a glass transition temperature between the glass transition temperatures of the first and second blocks.

42. Composition according to one of the
15 preceding claims, characterized in that the block polymer has a polydispersity index of greater than or equal to 2.5, preferably of greater than or equal to 2.8, preferably of between 2.8 and 6.

43. Composition according to one of the
20 preceding claims, characterized in that the block polymer has a weight-average mass (M_w) of less than or equal to 300 000, preferably ranging from 35 000 to 200 000 and better still ranging from 45 000 to 150 000.

25 44. Composition according to one of the preceding claims, characterized in that the block polymer has a number-average mass (M_n) of less than or

equal to 70 000, preferably ranging from 10 000 to 60 000 and better still ranging from 12 000 to 50 000.

45. Composition according to one of the preceding claims, characterized in that the block
5 polymer is insoluble, at an active material content of at least 1% by weight, in water or in a mixture of water and of linear or branched lower monoalcohols having from 2 to 5 carbon atoms, without modification of pH, at ambient temperature (25°C).

10 46. Composition according to any one of the preceding claims, characterized in that the block polymer is present in a content ranging from 0.1% to 90% by weight, with respect to the total weight of the composition, preferably ranging from 0.5% to 50% by
15 weight and preferentially ranging from 0.5% to 30% by weight.

47. Composition according to any one of the preceding claims, characterized in that the plasticizer is a compound having a solubility parameter δ_h ranging
20 from 5.5 to 11 (J/cm³)^{1/2}, preferably ranging from 5.5 to 11, preferentially ranging from 5.9 to 11, preferably ranging from 7 to 10.5, preferably ranging from 9 to 10, more preferentially ranging from 8 to 10 (J/cm³)^{1/2}.

48. Composition according to any one of the
25 preceding claims, characterized in that the plasticizer is a compound having a solubility parameter δ_p ranging from 1.5 to 4.5 (J/cm³)^{1/2}, preferably ranging from 1.5

to 4 $(\text{J}/\text{cm}^3)^{1/2}$, preferably ranging from 1.5 to 3.5
 $(\text{J}/\text{cm}^3)^{1/2}$, preferably again ranging from 2 to 3
 $(\text{J}/\text{cm}^3)^{1/2}$.

49. Composition according to any one of the
5 preceding claims, characterized in that the plasticizer
has a molecular mass of less than or equal to
5000 g/mol, preferably of less than or equal to
2000 g/mol, preferentially of less than or equal to
1000 g/mol and more preferentially of less than or
10 equal to 900 g/mol. The plasticizer advantageously has
a molecular mass of greater than or equal to 100 g/mol.

50. Composition according to any one of the
preceding claims, characterized in that the plasticizer
is an ester.

15 51. Composition according to any one of the
preceding claims, characterized in that the plasticizer
is chosen from esters of at least one carboxylic acid
comprising 1 to 7 carbon atoms and of a polyol
comprising at least 4 hydroxyl groups.

20 52. Composition according to the preceding
claim, characterized in that the polyol is a
monosaccharide, preferably a cyclized monosaccharide in
the hemiacetal form.

53. Composition according to either of
25 Claims 51 and 52, characterized in that the polyol is
chosen from D-ribose, D-xylose, L-arabinose, D-glucose,
D-mannose, D-galactose, D-xylulose or D-fructose.

54. Composition according to Claim 53,
characterized in that the polyol is a mono- or
polysaccharide comprising from 1 to 10 monosaccharide
units, preferably from 1 to 4, preferably again one or
5 two monosaccharide units.

55. Composition according to Claim 51 or 54,
characterized in that the polyol is chosen from
erythritol, xylitol, sorbitol, glucose, sucrose,
lactose or maltose.

10 56. Composition according to any one of
Claims 51, 54 and 55, characterized in that the polyol
is sucrose.

57. Composition according to any one of
Claims 50 to 55, characterized in that the ester is a
15 polyol esterified by at least two different
monocarboxylic acids.

58. Composition according to any one of
Claims 50 to 57, characterized in that the carboxylic
acid is a monocarboxylic acid comprising from 1 to 7
20 carbon atoms, preferably from 1 to 5 carbon atoms.

59. Composition according to any one of
Claims 50 to 58, characterized in that the carboxylic
acid is chosen from acetic, n-propanoic, isopropanoic,
n-butanoic, isobutanoic, tert-butanoic, n-pentanoic and
25 benzoic acids.

60. Composition according to any one of the
preceding claims, characterized in that the plasticizer

is a sucrose diacetate hexa(2-methylpropanoate).

61. Composition according to any one of Claims 1 to 49, characterized in that the plasticizer is chosen from esters of an aliphatic or aromatic polycarboxylic acid and of an aliphatic or aromatic alcohol comprising from 1 to 10 carbon atoms.

62. Composition according to the preceding claim, characterized in that:

- the aliphatic alcohol is chosen from alcohols R_1OH , R_1 representing methyl, ethyl, propyl, isopropyl, butyl, hexyl, ethylhexyl, decyl, isodecyl, benzyl or benzyl substituted by an alkyl comprising 1 to 3 carbon atoms, and their mixtures;

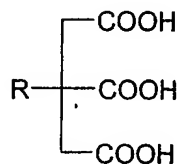
- the aliphatic or aromatic polycarboxylic acid comprises from 3 to 12 carbon atoms, preferably from 3 to 10 carbon atoms, preferably from 3 to 8 carbon atoms, for example 6 or 8 carbon atoms.

63. Composition according to Claim 61 or 62, characterized in that the aliphatic or aromatic polycarboxylic acid is chosen from dicarboxylic acids and tricarboxylic acids.

64. Composition according to any one of Claims 61 to 63, characterized in that the polycarboxylic acid is a dicarboxylic acid chosen from succinic acid, adipic acid, sebacic acid and phthalic acid.

65. Composition according to any one of

Claims 61 to 63, characterized in that the polycarboxylic acid is an acid of formula:



in which R represents an -H, -OH or -OCOR' group in which R' represents an alkyl group having from 1 to 6 carbon atoms, R preferably representing an -OCOCH₃ group.

66. Composition according to any one of Claims 61 to 63 and 65, characterized in that the polycarboxylic acid is chosen from acetylcitric acid, butyroylcitric acid or citric acid.

67. Composition according to any one of Claims 61 to 66, characterized in that the ester is chosen from tributyl acetylcitrate, triethyl acetylcitrate, triethylhexyl acetylcitrate, trihexyl acetylcitrate, trihexyl butyroylcitrate, triisodecyl citrate, triisopropyl citrate, tributyl citrate and tri(2-ethylhexyl) citrate, dibutyl adipate, di(2-ethylhexyl) adipate, dibutyl sebacate, di(2-ethylhexyl) sebacate, diethyl sebacate, diisopropyl sebacate, di(2-ethylhexyl) succinate, diethyl succinate, butyl benzyl phthalate, dibutyl phthalate, diethylhexyl phthalate, diethyl phthalate or dimethyl phthalate.

68. Composition according to any one of

Claims 47 to 67, characterized in that the plasticizer preferably does not comprise any polar group with the exception of the ester group and in particular does not comprise any hydroxyl group, the "polar groups" being
5 ionic or non-ionic polar groups chosen from -COOH , -OH , ethylene oxide, propylene oxide, -PO_4 , -NHR or $\text{-NR}_1\text{R}_2$ with R_1 and R_2 representing a C_1 to C_{20} alkyl or alkoxy radical which can be linear, branched or cyclic.

69. Composition according to any one of the
10 preceding claims, characterized in that the plasticizer is present in a content ranging from 0.1% to 25% by weight, with respect to the total weight of the composition, preferably ranging from 0.5% to 15% by weight and preferentially ranging from 3% to 15% by
15 weight.

70. Composition according to any one of the preceding claims, characterized in that the block polymer and the plasticizer are present in a content such that the ratio by weight of the block polymer to
20 the plasticizer is between 0.5 and 100, preferably between 1 and 50, preferably between 1 and 10, preferably again between 1 and 5.

71. Composition according to any one of the preceding claims, characterized in that it comprises a
25 volatile oil.

72. Composition according to any one of the preceding claims, characterized in that it comprises a

volatile oil chosen from octamethylcyclotetrasiloxane,
decamethylcyclopentasiloxane, dodecamethylcyclohexa-
siloxane, heptamethylhexyltrisiloxane, heptamethyl-
octyltrisiloxane, octamethyltrisiloxane, decamethyl-
5 tetrasiloxane, isododecane, isodecane or isohexadecane.

73. Composition according to Claim 71 or 72,
characterized in that the volatile oil is present in a
content ranging from 0.1% to 90% by weight, with
respect to the total weight of the composition,
10 preferably ranging from 1% to 70% by weight and
preferentially ranging from 5% to 50% by weight.

74. Composition according to any one of the
preceding claims, characterized in that it comprises a
nonvolatile oil.

15 75. Composition according to the preceding
claim, characterized in that the nonvolatile oil is
chosen from nonvolatile hydrocarbon oils or nonvolatile
silicone oils.

76. Composition according to any one of the
20 preceding claims, characterized in that the nonvolatile
oil is present in a content ranging from 0.1% to 20% by
weight, with respect to the total weight of the
composition, preferably ranging from 1% to 15% by
weight and preferentially ranging from 1% to 10% by
25 weight.

77. Composition according to any one of the
preceding claims, characterized in that it comprises at

least one fatty substance which is solid at ambient temperature chosen from waxes, pasty fatty substances, gums and their mixtures.

78. Composition according to any one of the
5 preceding claims, characterized in that it comprises from 0.1 to 50% by weight of waxes, with respect to the total weight of the composition, and preferably from 1 to 30% by weight.

79. Composition according to any one of the
10 preceding claims, characterized in that it comprises a coloring material.

80. Composition according to any one of the preceding claims, characterized in that it comprises a cosmetic ingredient chosen from additional film-forming
15 polymers, vitamins, thickeners, trace elements, softeners, sequestering agents, fragrances, basifying or acidifying agents, preservatives, sunscreen agents, surfactants, antioxidants, agents for combatting hair loss, antidandruff agents, propellants or their
20 mixtures.

81. Cosmetic composition according to any one of the preceding claims, characterized in that it is provided in the form of a suspension, dispersion, solution, gel, emulsion, in particular oil-in-water
25 (O/W) or water-in-oil (W/O) or multiple (W/O/W or polyol/O/W or O/W/O) emulsion, cream, foam, dispersion of vesicles, in particular of ionic or nonionic lipids,

two-phase or multiphase lotion, spray, powder or paste, in particular soft paste or anhydrous paste.

82. Cosmetic composition according to any one of the preceding claims, characterized in that it
5 is provided in the anhydrous form.

83. Cosmetic composition according to any one of the preceding claims, characterized in that it is a composition for making up or caring for keratinous substances.

10 84. Composition according to any one of the preceding claims, characterized in that the composition is a product for making up the lips.

85. Cosmetic combination comprising:

a) a container delimiting at least one
15 compartment, said container being closed by a closing element; and

b) a composition positioned inside said compartment, the composition being in accordance with any one of the preceding claims.

20 86. Cosmetic combination according to Claim 85, characterized in that the container is formed, at least partially, of at least one thermoplastic material.

87. Cosmetic combination according to Claim
25 85, characterized in that the container is formed, at least partially, of at least one nonthermoplastic material, in particular of glass or of metal.

88. Combination according to any one of Claims 85 to 87, characterized in that, in the closed position of the container, the closing element is screwed to the container.

5 89. Combination according to any one of Claims 85 to 87, characterized in that, in the closed position of the container, the closing element is coupled to the container other than by screwing, in particular by snapping, adhesive bonding or welding.

10 90. Combination according to any one of Claims 85 to 89, characterized in that the composition is substantially at atmospheric pressure inside the compartment.

 91. Combination according to any one of
15 Claims 85 to 89, characterized in that the composition is pressurized inside the container.

 92. Cosmetic process for making up or caring for keratinous substances, comprising the application to the keratinous substances of a cosmetic composition
20 according to one of Claims 1 to 87.

 93. Use of a composition according to one of Claims 1 to 84, for producing a deposited layer, in particular a makeup, on keratinous substances, in particular on the skin or lips, which is flexible
25 and/or comfortable over time.

 94. Use, in a cosmetic composition comprising a cosmetically acceptable organic liquid

medium,

- of a film-forming linear ethylenic block

polymer,

- and of a plasticizer having a solubility

5 parameter δ_h ranging from 5.5 to 11 $(\text{J}/\text{cm}^3)^{1/2}$,

for producing a deposited layer, in

particular a makeup, on keratinous substances, in

particular on the skin or lips, which is flexible

and/or comfortable over time.